



## The Campaign for Equal Justice – Frequently Asked Questions

### Q. What is the Campaign for Equal Justice?

A. The Campaign for Equal Justice is a statewide unified annual fundraising campaign. It will raise unrestricted program support for civil legal aid providers throughout Washington. It is based, in large part on the success of Oregon's Lawyer's Campaign for Equal Justice. Their campaign raises more money from half as many attorneys as we do.

### Q. Will a unified campaign raise more money for legal aid programs than if each program were raising its own funds?

A. There are a variety of reasons why a collaborative fundraising approach will raise more money than if we were all going it alone. The unified Campaign will:

- Create consistent, recognizable message and identity. One message and one visual identity creates brand awareness for the cause of civil legal aid (e.g., It's not justice *if it's not equal*) that results in greater visibility.
- Reduce donor confusion. With the single approach, our cause is clear and unmistakable. Many lawyers are 'let off the hook' by not knowing whom to support.
- Create efficiencies. LAW Fund will pay for the cost of producing and mailing annual campaign materials. This means you won't have to do it, or pay for it. LAW Fund will work with local programs to manage a statewide volunteer network to solicit funds annually for the Campaign, just like United Way.
- Equalize access to financial resources. Willing donors are not equally distributed throughout the state, but our poverty population is. King County has the most potential donors as well as dollars that can be redistributed to areas with fewer resources.
- Increase the potential for large foundation gifts. Major funders look for efficiencies and collaborative work to know that providers are doing all they can to coordinate services and to serve as many clients as possible. Collaborating on fundraising underscores the efficiencies already present in our statewide delivery system

### Q. Will a unified campaign give us a more stable base of support?

A. By working together we will eliminate the competition among grantees, all fishing in the same prospect pool. By combining efforts we approach the donor only once for the Campaign for Equal Justice. This is key where the overall number of non-profit organizations continues to increase and create greater market competition for charitable

dollars. The average donor in the U.S. gives to between 6 and 15 charities. Large charities are raising more and small charities are seeing declining support. We have a greater chance of sustaining and growing our funding base as a team.

**Q. How did the Campaign for Equal Justice come into being?**

A. The ATJ Board recognized the benefits of collaborative fundraising and appointed the Resource Development Committee (RDC), comprised of representatives from programs across the state, to seek out the best ways to work together to raise money. The RDC met monthly for three years to devise an equitable and effective plan for the Campaign. The ATJ Board adopted their recommendations in May 2004 which designated LAW Fund as the organization to administer the Campaign.

**Q. How does the Campaign work and who decides how it will work?**

A. The ATJ Board created the Unified Statewide Campaign Committee (USCC) to represent the diverse legal aid provider network to act as an advisory board for implementation of the Campaign. The USCC has eleven representatives from across the state, five of whom served on the original RDC. The members of the USCC are: Jim Bamberger of Columbia Legal Services, Karen Falkingham of LAW Fund, Lynn Greiner of the Unemployment Law Project, Glenn Kadish of Snohomish County Legal Services, Paul Kube of the Chelan-Douglas Bar Association, Geoff Revelle of the King County Bar Foundation, *Ex Officio* member Paula Littlewood from the WSBA and three additional members from Pierce, Spokane and Thurston Counties who currently are being identified by the existing USCC membership. Larry Lium of the Eastside Legal Assistance Program (ELAP) & LAW Fund provides committee support.

**Q. When will the Campaign for Equal Justice begin?**

A. The recommendation adopted by the ATJ Board has the Campaign being rolled out in two parts. This fall, King County will begin the first stage. LAW Fund, the ELAP and the King County Bar Foundation are jointly raising law firm support with an end goal of raising \$300,000. Simultaneously, the USCC is meeting to design the statewide campaign which will be rolled out over the next 12-18 months. LAW Fund is sending a brochure solicitation mailing to all active bar members in the state this fall that will introduce the concept and visual identity of the Campaign.

**Q. How will the funds be directed back to local programs?**

A. The Legal Foundation of Washington will grant the private support raised through the Campaign back to local programs through the IOLTA granting process.

**Q. Will programs have to apply separately for the private support money?**

A. No. Local programs will find their yearly IOLTA grants supplemented with this private support.

